

AF Social Media Report: 06/16/21-06/23/21

This report serves to continue tracking the growth of various America First related social media accounts. Specifically, this report highlights the growth of the America First Show (AFS), America First Foundation (AFF), Good Morning Groyper (GMG), The Buchanan Project (TBP), and Nicholas J. Fuentes (NJF). The following table and graphs show the current follower totals as well as follower growth over time across all accounts.

6/23/2021	Gab	Twitter	Telegram	Instagram	Rumble	Bitchute	Odysee
AFS	4,300	-	-	-	783	836	689
AFF	-	-	-	-	-	-	-
GMG	589	2591	-	950	-	-	-
TBP	-	6,196	-	-	-	-	-
NJF	65,100	138,400	38,243	-	-	-	-

Table 1: Total Followers Across Platforms

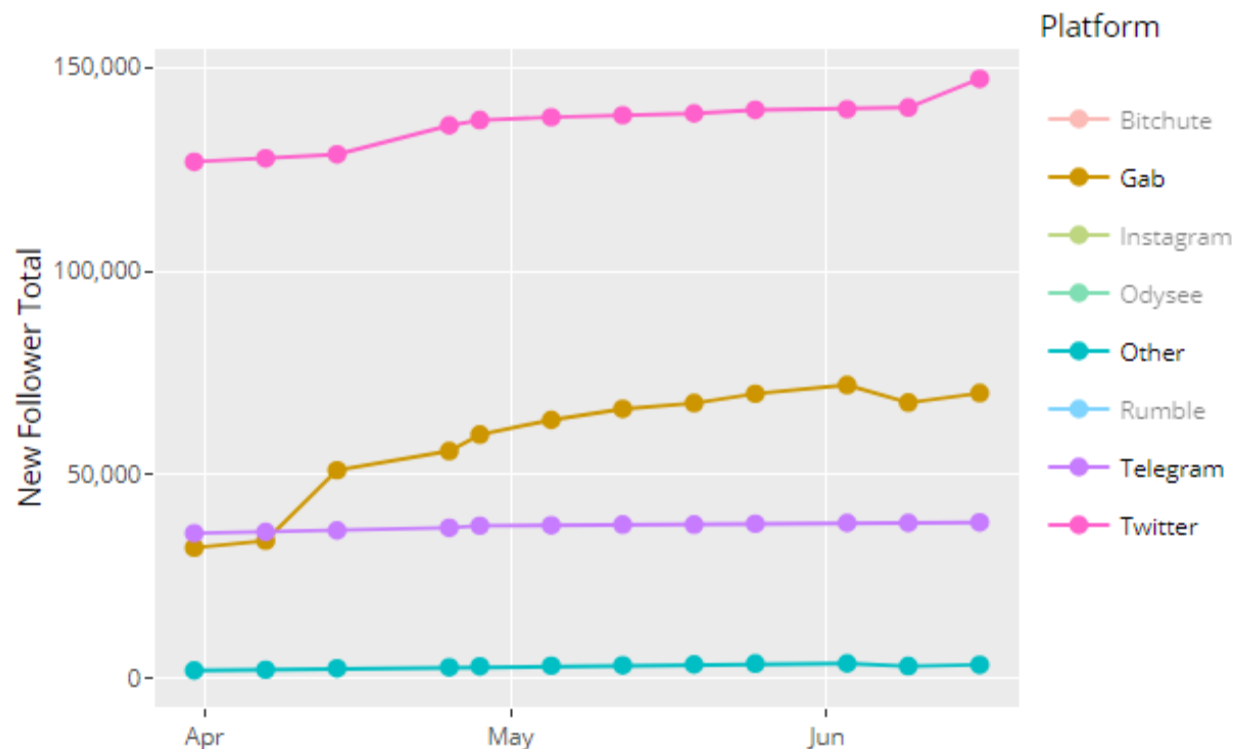


Figure 1: Total Followers Over Time

The America First show started streaming on Rumble this week. This has caused an increase in followers on the account, going from 507 to 783 this week. This is an explosive 54.4% growth rate. Over the past four weeks, Bitchute has been the platform with the highest engagement rate. However, this week does see a decrease in engagement on Bitchute and an increase on Rumble. Rumble also surpassed Bitchute in total views this week.

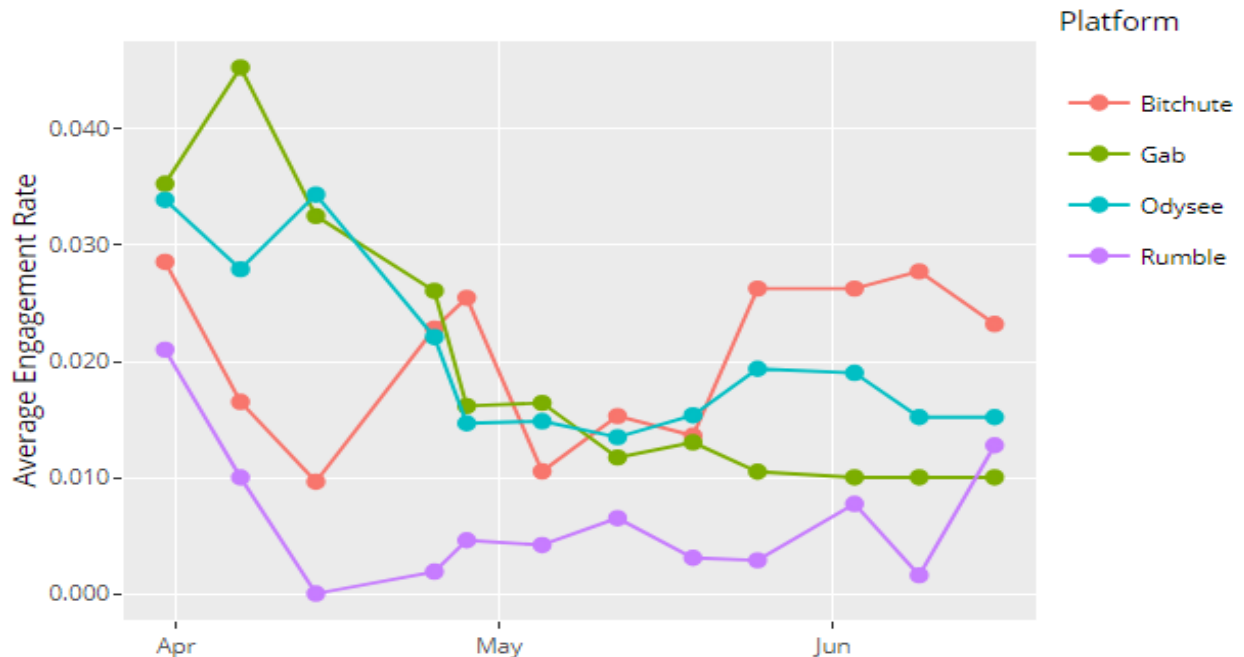


Figure 2: AFS Engagement Rate Over Time

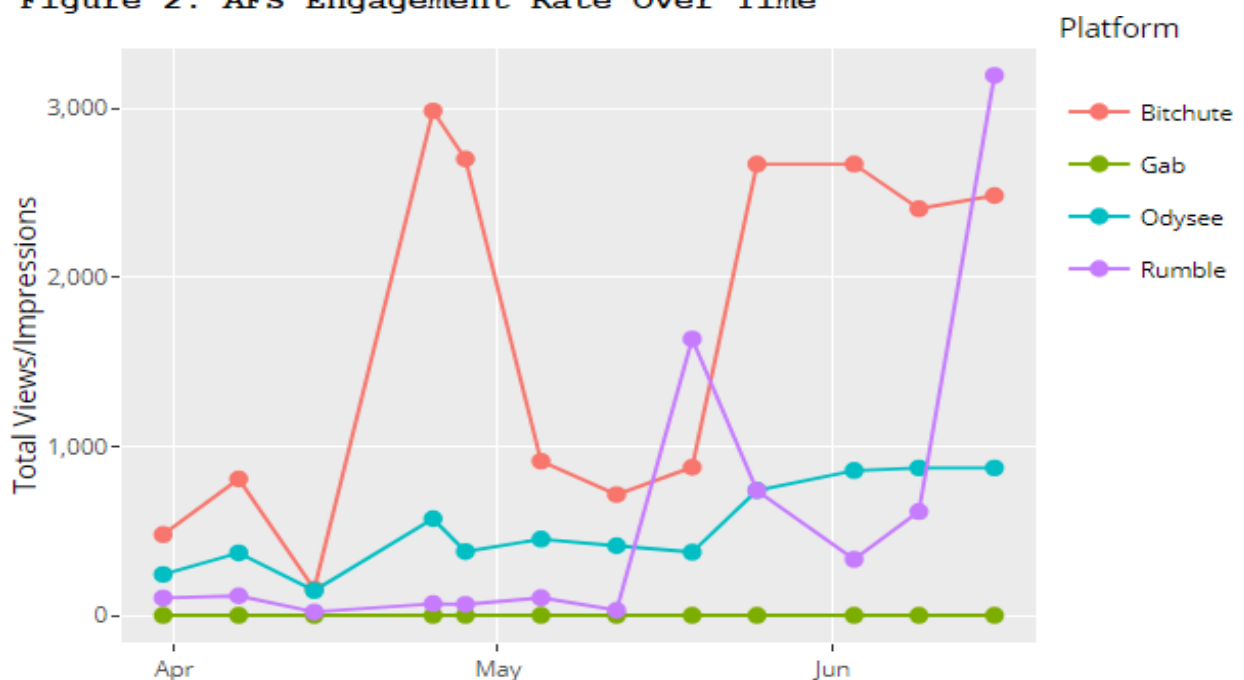


Figure 3: AFS Total Views Over Time

This week's episode of Good Morning Groyper was scheduled to have Lauren Witzke but was cancelled at the last minute. The past three weeks have shown an increased growth rate for the Twitter account, after spending most of last month right under 2,000 followers. Instagram continues to show the highest engagement rate while also having the fewest posts per week.

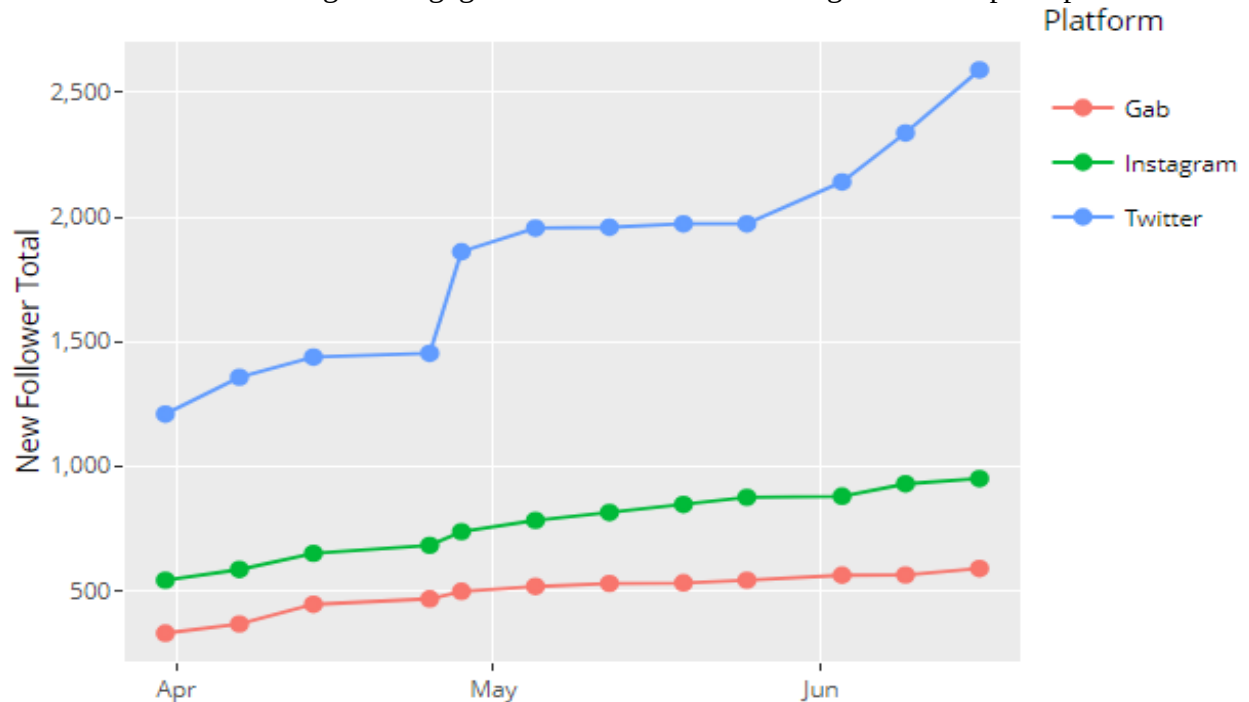


Figure 4: GMG Followers Over Time

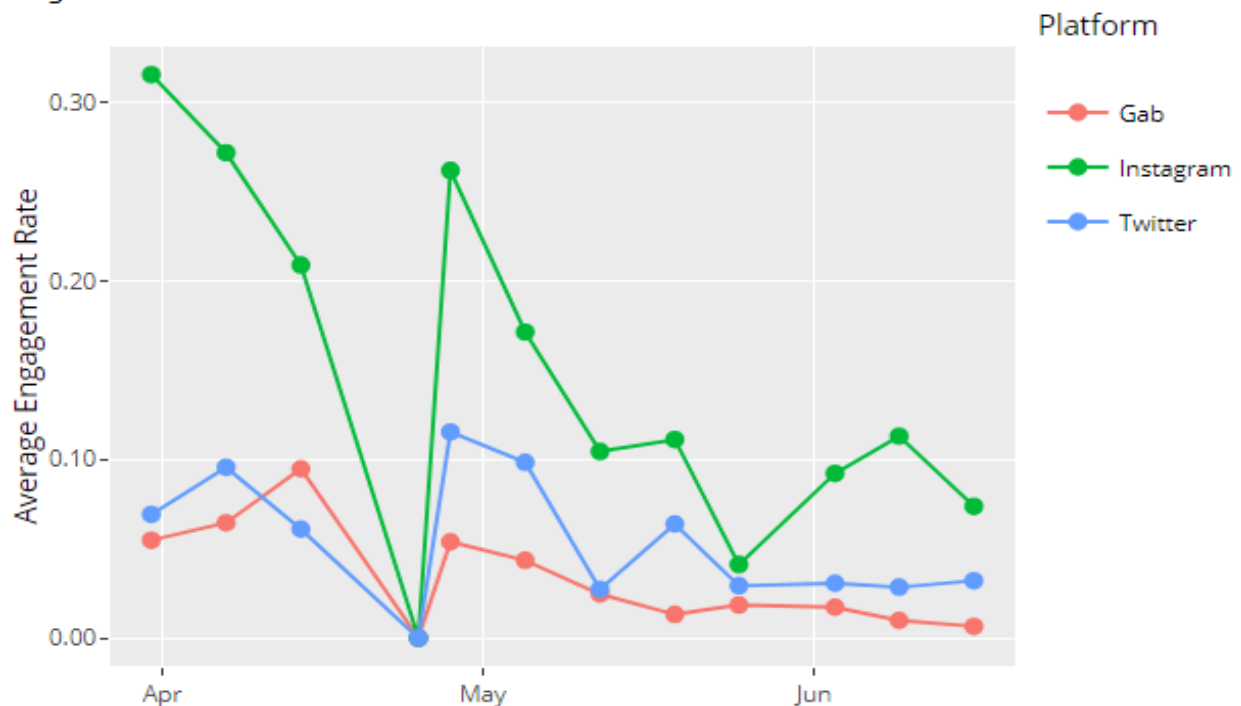


Figure 5: GMG Engagement Rate Over Time

Nick's personal accounts on Gab and Telegram continue to show audience retention through engagement rate and total views on each, respectively. Gab consistently has the highest growth rate week over week, around 3%. Nick's Gab account now has slightly less than half the followers his Twitter account has.

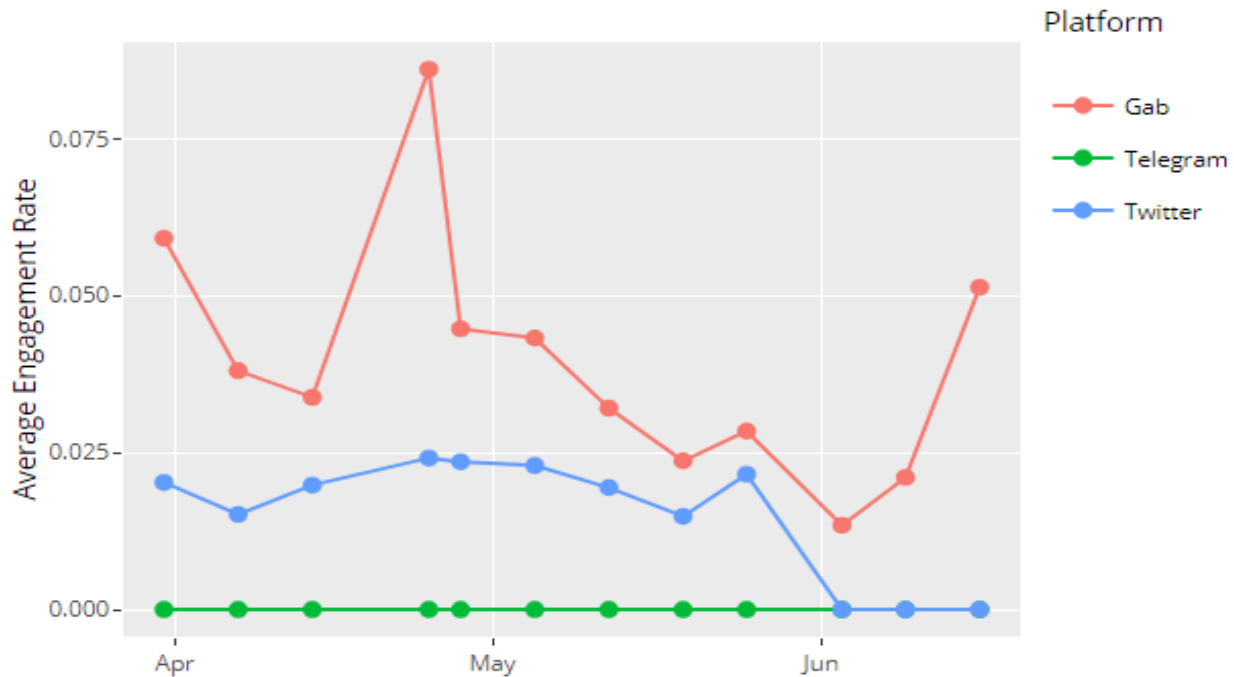


Figure 6: NJF Engagement Rate Over Time

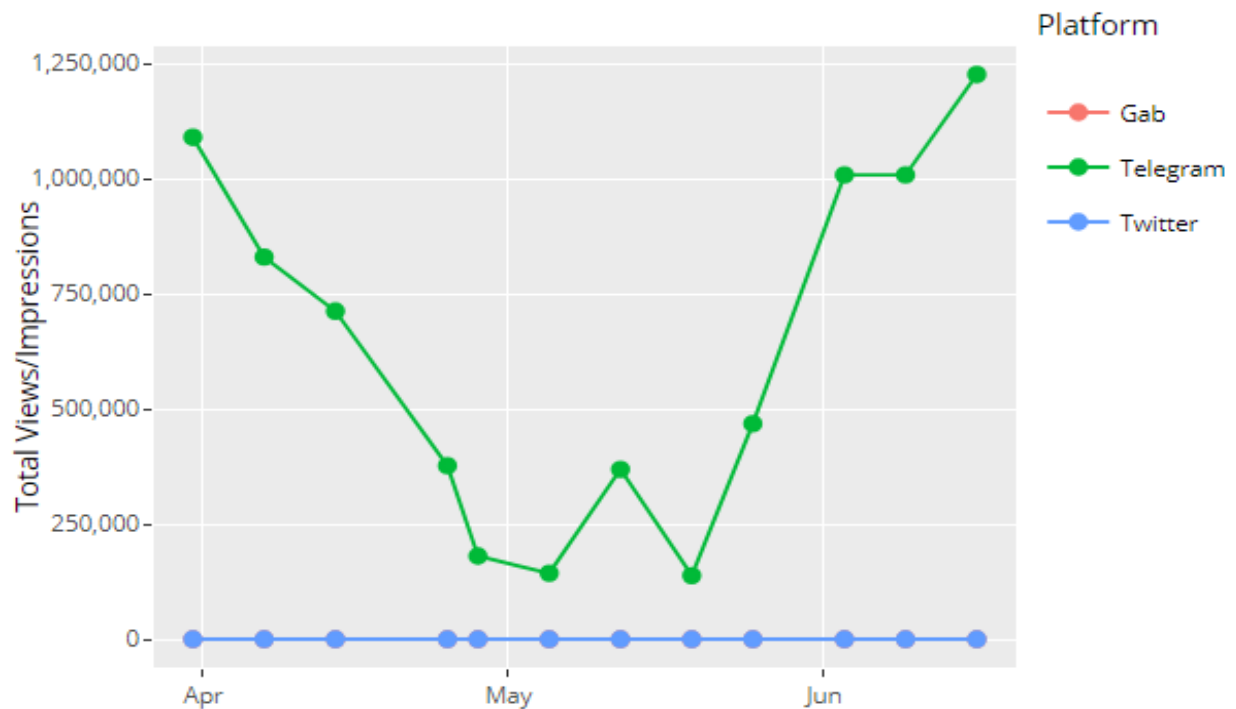


Figure 7: NJF Views Over Time

This week also marks the launch of the Buchanan Project on Twitter. The account gained 6,000 followers in just a few days. Each post received around 15,500 views. This is the highest impression rate among all accounts monitored by this report. For reference, Nick's Telegram posts had roughly the same number of views per post this week.

The account also received 10,437 likes, 430 comments, and 2,133 shares this week. This outperforms GMG and AFS on their platforms but is still surpassed by Nick's engagement on Gab. In addition to accumulating more total likes, comments, and shares, TBP also has the highest applause rate (10%) and engagement rate (12%). The next highest is GMG on Instagram with an applause rate and engagement rate of 7% each.